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POT-GROWN AZALEAS FOR FORCING

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LEACH'S NURSERIES

Riverton, N. J.

WHOLESALE

Fall—Winter
1936

Spring
1937

NEW VARIETIES

The following New Azalea varieties will be offered to the trade for the 1937-38 forcing season commencing

October 1, 1937



TWENTY GRAND. (A Pericat Seedling.)

Flowers semi-double, one and one-half to two inches in diameter. Color—a stunning rose-pink. The flowers are long-lasting and fade gracefully and closely resemble the large blooms of the Belgian indica types. Plant is a strong grower with neat, deep green foliage. Equal in hardiness to Coral Bell and Salmon Beauty. Recommended for Easter and Mothers' Day.

CHINA SEAS. (A Pericat Seedling.)

Flowers a brilliant mandarin pink, like polished lacquer. You need smoked glasses for this one. Strong grower with light green foliage. Equal in hardiness to Coral Bell and Salmon Beauty. Recommended for Easter and Mothers' Day.

We will also offer a stock of a variety brought out a few years ago by the Slocock Nurseries in Woking, England, and known as Goldsworth Red.

GOLDSWORTH RED.

Flowers a clear, bright crimson and each bloom stands out by itself amid deep green foliage. A loose, flat grower and very dainty when in bloom. This variety is strictly a Mothers' Day item for which date it comes into bloom naturally under cool glass. It resents forcing and if pushed flowers unevenly and makes too much soft growth. For Mothers' Day it will be hard to beat in our opinion, and we think it will replace Hinodigeri.

There have been plenty of new Azalea varieties offered to the trade during the past few years, accompanied by lurid descriptions and extravagant claims. Most of them rapidly passed out of the picture while the trade stuck to such varieties as Coral Bell, Salmon Beauty, Hinodigeri, etc., all of which varieties are characterized by vivid color of flower, good foliage and symmetrical growth.

The trade and public most obviously will not tolerate or buy weak, pale and washed-out Azaleas. For this reason the eight or nine new varieties of Azaleas which we shall introduce during the next few years will all be characterized by vividness of color, good foliage and strong growth. The colors will be such as appeal to the virile nature of the American public.

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Foreword

This is our fifteenth year in the business of growing Azaleas for forcing.

The following pages will tell you about our pot-grown Azaleas, our facilities for growing these plants, our packing methods, together with detailed description of varieties and price list.

If you have not previously forced Azaleas you will find our detailed instructions as given on pages 5 and 6 of value in enabling you to avoid mistakes and insuring you a profit for your work.

Azaleas have been forced by the trade and bought by the public for many, many years but they have lost none of their popularity.

The colors of these Azaleas are so vivid and they sell so readily that no retail grower can afford to ignore them as a means of stimulating business at Christmas, Valentine's Day, Easter and Mother's Day and in between holidays all through the season.

As proof of the strong "pulling power" of Azaleas as a means of increasing sales please note the following letter from one of our retail-grower customers in Port Leyden, N. Y.

April 23, 1936.

Leach's Nurseries
Riverton, N. J.
Dear Sirs:

We would like to take this opportunity to tell you what a splendid item your Azaleas were with us at Easter and before. Although our establishment is small we succeeded in doing five times the business at Easter than we have ever done before.

Your Azaleas were our leader and main attraction at our Palm Sunday Flower Show.

Please send me the following order at once.

Last season's sale of Azaleas in bloom was good. This year promises to be even better. Remember—you cannot sell what you do not have. Don't forget that underbuying, on your part, is as bad or worse than overbuying.

B. R. LEACH.

Supreme Quality Always—at the Right Price

OUR POT-GROWN AZALEAS

For the 1936-37 season we offer 60,000 pot-grown Azaleas in 3, 4, 5 and 6 inch pot sizes. A slight change in our fertilizer mixture has produced the best plant we have ever offered; compact, heavy and well budded. The spread of the plant and size of pot are in proportion.

The production of pot-grown Azaleas is a much more exacting task than growing these plants in beds, but we pot-grow for the following reasons: as you will note on receipt of the plants.

Each plant has a solid pot ball ready to slip into a pot and put on the bench.

Pot-grown Azaleas are easier to force and have larger and more brilliantly colored flowers.

If you buy bed-grown stock the ball is so big that you have to tear off two-thirds of the roots to get them into a pot. This takes a lot of time, plus express on the soil and roots you tear off. Unless you do this potting mighty early in the Fall, the plant cannot make new roots in the pot and when you force them you get small, wrinkled, washed-out flowers.

Buy pot-grown Azaleas and avoid all unnecessary work, express charges and uncertainty.

Our Winter Storage and Forcing Layout

All our Azaleas for forcing or to be sold for forcing during the winter months and for Easter are wintered in sunny, well ventilated sash houses at a night temperature of 38-40 degrees, the temperature being maintained by electrically controlled thermostats.

Stocks of certain varieties intended for Mothers' Day are wintered in deep cold pits protected by sash and straw mats.

It costs real money to winter forcing stock in this way, but it is the only way to insure perfect plants with all the late-maturing top buds unblasted. You cannot be sure of perfect buds if you buy your forcing Azaleas from a grower who does not house his saleable stock during the winter. He may sell cheaper but three years out of four the late-maturing buds will be blasted.

Packing and Shipping

We have standardized our packing and can therefore ship all orders promptly. It is very, very seldom that all orders are not shipped on the same day as received. We guarantee quick service and no irritating delays.

When we receive your order the plants are knocked out of the pots and each plant is wrapped separately in paper; and the plants are then packed in corrugated, fibre-board boxes of light weight but very strong construction. As an added precaution each box is lined with heavy waxed butcher's waterproof paper.

These boxes weigh only 20% as much as a wooden box of equal size, and, inasmuch as there are no nails and wooden cleats to fight, you can unpack the shipment in a jiffy.

Aside from saving in express charges and ease in unpacking, these fibre-board cartons are vastly superior to wooden boxes lined with paper when it comes to winter shipments during bitter weather.

They are practically air tight and they certainly get the plants to you with the buds unharmed.

We have been packing Forcing Azaleas for many years and guarantee to get the plants to you in first-class condition at the lowest possible express charges. These plants travel by express at the second-class rate.

We are never keen about shipping forcing Azaleas by freight and will positively not do so during the winter months or when buds are showing color.

Here are the weights of each plant size when packed:

3 inch pot averages	10 ounces
4 inch pot	1½ to 2 pounds
5 inch pot	2½ to 3 pounds
6 inch pot	3 to 3½ pounds

Discussion of Varieties for This Season's Forcing

Japanese Kurume Azaleas, as a class, can be forced into bloom under glass for Christmas and on thru the season until Mothers' Day but each variety has a definite period when it forces most readily. The variety Coral Bell, for instance, is the best variety for early winter forcing. It can be flowered for Christmas (when pot-grown) and blooms readily during January and February.

Such varieties as Hinodigeri and Salmon Beauty do not flower readily under glass prior to February first but are easily brought in for Valentine's Day, Easter and Mothers' Day.

Madame Pericat is distinctly **not** a winter forcer, in fact it has to be pushed very hard to get it into bloom by April first. This new variety, due to its late blooming habit and gorgeous coloring, is of decided value for Mothers' Day because it is easy to hold back under cool glass and we can ship them to you any time within three weeks before Mothers' Day and they will be still tight budded and come in just right under your regular greenhouse temperatures. Madame Pericat is a beautiful and unique color (see description, page 4) and we recommend that you give it a trial and see for yourself. It created a sensation at the 1932 Philadelphia Flower Show, but stock of this variety is still on the short side. We have only 3,000 plants to offer this year in 3, 4 and 5 inch pots, so order early if you want to get the classiest of Mothers' Day Azaleas.

Description of Varieties

CORAL BELL.

Generally conceded to be the classiest Japanese Kurume Azalea in commerce. Women instinctively admire this variety on seeing it in bloom for the first time. When in bloom the plant is literally covered with long-lasting coral pink flowers of an unusually brilliant, scintillating character, interspersed with shining deep green leaves. **Daintiness** is the word that best describes this variety. A strong seller everywhere.

Coral Bell is in all probability the most difficult of all Azaleas to grow, and the easiest of all Azaleas to force, can be brought in for Christmas without trouble. In view of the fact that it is so easily forced early in the winter, Coral Bell is also an outstanding variety for Valentine's Day, and the color of the flowers is in keeping with the spirit of the occasion.

This holiday is rapidly becoming a source of profit to the trade thru the sale of Azaleas in bloom, especially in the 3 and 4 inch pot sizes. On this date the public demands colors which are symbolic of approaching Spring. Coral Bell is like a breath of Spring.

The following varieties are especially valuable for bringing into bloom from February first on thru the balance of the season ending on Mothers' Day. They all force at just about the same rate of speed and can therefore be handled as one lot: they also give you a good range of popular colors from Valentine's Day on.

HINODIGERI.

Vivid scarlet-cerise flowers, compact type of plant and good foliage. Easy to force and easy to sell. An old variety but still the best selling and most popular Azalea for the average retailer because the bright, fire-engine red color of this variety appeals to all classes. Sixty per cent of your total order should consist of Hinodigeri.

SALMON BEAUTY.

Glowing Salmon-pink flowers. Extra good, deep green foliage. Compact plant. Blooms readily for Valentine's Day and on thru to Mothers' Day. Always a good seller.

MADAME PERICAT.

As previously stated, the variety Madame Pericat is not a winter forcer. It will hold the stage on Mothers' Day. An open type of growth with clean light green foliage. The flowers are extra large and almost semi-double, averaging 2 to 2½ inches in diameter. The color is probably best described as a soft baby-pink of an unusual brilliancy and sheen. We have never had any Azalea blooming for Mothers' Day that maintained its flowers so long in such good condition as Pericat. Due to the open nature of the growth each big flower stands out by itself and gives the plant a dignity and poise found in no other variety. The women react to it right—they buy it.

The heaviest retail demand for Azaleas in bloom comes at Christmas, Valentine's Day, Easter and Mothers' Day.

But—There is a steady demand all winter and spring—in **between holidays** for plants at a reasonable price.

Remember—you can't sell what you haven't got on display.

Give us a standing order to ship you a box of 25 or more Azaleas in mixed sizes and varieties every two or three weeks beginning October 1 through until May.

Put the plants on the bench and let them come into bloom in three to five weeks. No trouble and you will make a good profit, besides adding color and variety to your stock. The flowers stay saleable for a long period.

Then, order heavier in time to force for each holiday.

NOTES ON FORCING AZALEAS

Unpacking Shipment. When you receive the shipment unwrap the plants, slip each one into a pot and firm them down. This operation takes only a few seconds as there is no tearing off of roots or shaking off dirt and other annoying operations which chew up time when you buy balled and burlapped, bed or field-grown stock.

After potting give them a thorough watering including the tops. In mid-afternoon you can put them on the bench in a 50-55 degree house where they will force nicely. If you want to speed up the forcing transfer them to a house with higher night temperature after a week at 50-55 degrees.

We cannot over-emphasize the necessity of frequent and sufficient watering. Our Azaleas are grown in oak leaf mold which holds all the water it needs and sheds the surplus like a tin roof. This oak leaf mold, however, being fibrous in nature does not stay moist as long as ordinary potting soil, especially when standing unplunged on a bench exposed to sun and air. Therefore water them more frequently than the other potted stock on your bench.

Nothing can prevent these Azaleas from coming into bloom if you keep them moist.*

Do not apply any fertilizer or manure to our Azaleas while they are being forced, as each plant is fertilized by us before shipment.

They like warm, sunny daytime conditions, and syringing the tops helps the buds to break. Keep water off the tops after buds break.**

Azaleas when half opened or even in bloom can be held in saleable condition for several weeks by placing in cool place out of sun and keeping water off the flowers.

We have prepared a table showing in condensed form the time required to bring Azaleas into bloom for definite dates during the forcing season (page 6).

From a Repeat Customer

Shreveport, Louisiana.

Leach's Nurseries
Riverton, N. J.
Gentlemen:

Regarding the Azaleas that we have received from you beg to advise that they are very nice and I am well pleased with these.

Please book our order for another 1000 3" pot plants to be shipped in about two weeks, and I will write you exact time I want these.

Would like to say that I have bought from most every large grower in the country and you have the nicest plants of all.

*An Azalea plant in bloom is one-third larger than when in tight bud.

**In forcing for Christmas it is advisable to pinch out all new growth that appears at the base of the flower buds.

Number of Weeks of Forcing Required to Flower Various Azalea Varieties so as to Bring Them in at Definite Dates*

Variety	Christmas	Jan. 1—Feb. 1	Feb. 1—Mar. 1	Mar. 1—Apr. 1	Apr. 1—May 1	Mothers' Day
Coral Bell	6 wks at 60°-65° 5 wks at 70°	5-6 wks at 50° 4-5 wks at 60°	4-5 wks at 50° 3-4 wks at 60°	3-4 wks at 50° 2-3 wks at 60°	Hold cool as possible	x x x
Hinodigeri Salmon Beauty	x x x	x x	5-6 wks at 50° 4-5 wks at 60°	4-5 wks at 50° 3-4 wks at 60°	Order our timed plants and specify when you want them to bloom.**	
Madame Pericat	x x x	x x	x x	x x	x x	Seasonal greenhouse temperatures for 10 days to 2 weeks

*Forcing periods and night temperatures as given in table must of course be accompanied by warm, sunny daytime conditions. Study this table and then figure where, in your glass area, you have a few feet of bench space where you can put the Azaleas so as to give them the temperature they need. They are not fussy. Any corner will do but **don't** let them get dry at the roots. Keep the pots moist.

**All our Azaleas, not sold for winter forcing, are forced by us for Easter and Mothers' Day. You can order anytime within 30 days of the holidays and the plants we send you will be timed just right to come in for the holidays. We ship right up to Thursday before holidays and will reserve orders placed in advance and do our best to take care of last-minute telegraph and telephone orders subject to stock being unsold.

SMALL AZALEAS FOR GROWING ON

We offer 25,000 Azaleas in the 2¼ grade in the varieties as listed below for growing on. These will be ready for shipment to you any time after January 1.

Coral Bell	Snow
Madame Pericat	Salmon Beauty
Hexe	Mad. Van der Cruysen (Belgian Indica type)

Price \$10 per 100, \$90 per 1000, 50 at 100 rate, 250 at 1000 rate.

(Price Includes Packing)

These are first-class plants, just the same as we grow on for ourselves.

The sooner you get these plants after January 1, and pot them in 2½ or 3 inch pots the larger and better plants you will have for forcing for the 1937-38 season. When the spring weather settles you can bed them out or shift to larger pots as you prefer.

It is a mistake to wait until late May before you get these small Azaleas. They do not make as good a growth when handled late. In potting or bedding use ⅔ peat moss and ⅓ potting soil.

Think About This:

We draw your attention to the value of our 3 and 4 inch pot Azaleas for growing on into heavy 5 and 6 inch pot size Azaleas. They will make it in one season at a good profit to you.

If you want our 3 and 4 inch pot Azaleas for growing on instead of for forcing tell us so in ordering and we can often give you a grade of plant with less flower buds but heavier growth.

SUGGESTIONS IN ORDERING

We recommend that 60% of your order consist of Hinodigeri. It is the best seller due to its bright, cerise-red color. The balance of your order may well consist of light colors. We recommend that 40 to 50% of your order consist of Azaleas in the 3 inch pot size, 30 to 40% in 4 inch pot size and 10 to 20 % in 5 and 6 inch pot size.

We find that many new customers hesitate in ordering 3 inch pot Azaleas. They seem to think that they will be too small to make a showing. We assure you that this is not so. Old customers always order heavily on threes and repeat orders from new customers (to whom we include a sample three with their first order of larger sizes) also run heavy on threes, so that we have been sold out on this size ten days before Easter. This year we have again increased production of threes and hope to have enough for both Easter and Mothers' Day.

We, therefore, recommend that you force as many fives and sixes as you can sell at a price which will return you the right profit on the extra amount of bench space they need in forcing, but make the big play on threes and fours. These smaller sizes are just about in line with the size of most of today's retail buyers' pocketbooks. The smart retailer always has something to fit the modest buyer's purse. Never let them leave your place humiliated or embarrassed. They'll "knock" you all over the neighborhood.

Samples

Do not hesitate to order samples of any variety in any size. Plants speak louder than the printed word. Sample plants at the 10 rate. **Minimum sample order \$2.00.**

Small Orders

We ship hundreds of small orders and want hundreds more of them. Any order for \$2.00 or more is a good order from our standpoint, so don't be afraid you won't be taken care of. If you are uncertain just what to order send us the amount you want to spend and leave the selection to us.. **Mixed orders of more than one variety and size amounting to 25 or more plants will be sold at the 25 price.**

Business Terms and Conditions

The customer who sends a check in full with his order is respected the world over. Only a trickster or chronic nit-wit fails to give the cash buyer prompt service and first-class goods; 85% of our Azalea business is for cash.

If you have an established credit rating within the trade we will be pleased to extend credit, otherwise our terms are cash with order or C.O.D. Our credit terms are 30 days from date of shipment.

ALL PRICES INCLUDE PACKING

Visitors welcome. We do not boast of being the world's largest Azalea growers but the tens of thousands of Azaleas we do grow are among the best.

We have the most modern and efficient layout of screen sheds, sash-houses and cold pits for the production of forcing Azaleas to be found in the United States.

Nurseries at Cinnaminson, N. J.

Nine miles from Philadelphia on Burlington

Pike (U.S. Route 130), N. J. Route 25.

Freight, Express and Post Office Address

Riverton, N. J.

Telephone, Riverton 683

Miami, Florida.

Leach's Nurseries

Riverton, N. J.

Dear Sir:

The Madam Pericat Azaleas came through O.K. and are certainly nice plants for 3 inch pots. I want 25 more of these plants for which am enclosing Money Order for \$5.00

PRICE LIST :: :: 1936-1937

All Azaleas here offered are pot-grown

CORAL BELL—3 inch pot, 6 to 8 inch

10 plants	\$2.25
25 or more at20
4 inch pot, 8 to 9 inch	
10 plants	5.50
25 or more at50
5 inch pot, 10 to 12 inch	
10 plants	7.00
25 or more at65
10 to 12 inch heavier at75
Extra heavy 5 inch pot plants	
12 to 14 inch at	1.00

SALMON BEAUTY—3 inch pot

Same size and prize as Coral Bell.

4 inch pot—Same size and price as Coral Bell.	
5 inch pot	
10 to 12 inch heavy at75
6 inch pot	
We offer a few extra heavy plants at	1.50

HINODIGERI—3 inch pot, 6 to 8 inch

10 plants	2.00
25 or more at18
4 inch pot, 8 to 10 inch	
10 plants	4.50
25 or more at40
5 inch pot, 10 to 12 inch	
10 plants	6.50
25 or more at60
6 inch pot, 12 to 15 inch	
10 plants	9.00
25 or more at85
Extra heavy 6 inch pot size at	1.00

MADAME PERICAT—3 inch pot, 6 to 8 inch

10 plants	2.25
25 or more at20
4 inch pot, 10 to 12 inch	
10 plants	5.50
25 or more at50
5 inch pot, 12 to 14 inch	
10 plants	8.00
25 or more at75
Extra heavy 5 inch pot size at	1.00

We also offer several hundred Hexe
(crimson)

4 inch pot at40
5 inch pot at75
Snow (white)	
3 inch pot at20

May We Substitute?

Toward end of season please suggest a second choice in case we are sold out of part of your order.

We force thousands of
Azaleas for Easter and
Mothers' Day, timed just
right for you to finish for
your holiday trade.

Telegraph orders shipped
up to Thursday before
holidays.